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WE CLAIM:

1. A method comprising:

encoding a collectible article with a unique indicia;

selling the encoded article to a collector;

receiving an electronic communication when the collector presents the encoded article to an optical sensor;

serving to the collector a web page permitting the collector to register the article as belonging to that collector;

collecting registration data from the collector; and storing the registration data

storing the registration data.

2. A method of marking product packaging, comprising:

printing on the packaging using a first, visible ink;

printing over at least some of said first ink using a second ink, said second ink fluorescing when exposed to ultraviolet light;

wherein said second ink is printed in a pattern encoding first digital data.

- 3. The method of claim 2 wherein the second ink is printed in a pattern encoding a digital watermark.
- 4. The method of claim 2 wherein the first, visible, ink forms artwork having second digital data steganographically encoded therein.
- 5. The method of claim 3 in which the second digital data is different than the first digital data.
 - 6. The method of claim 2 in which the printing with the first ink includes depositing a flood of black ink.
- 7. A photolithography method of shaping an article, comprising exposing a photosensitive material on said article in accordance with a pattern, and thereafter